

E-commerce System For Pharmaceutical Products

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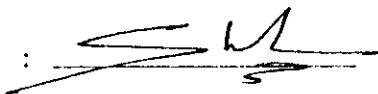
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ABSTRACT (BAHASA MALAYSIA)

Projek ini bertujuan untuk membangunkan satu prototaip aplikasi katalog bagi e-pharma untuk produk farmaseutikal di Malaysia. Laman e-pharma menyediakan servis penempahan produk farmaseutikal secara talian kepada pelanggan. Servis yang lain termasuk kaunseling daripada ahli farmasi secara talian, maklumat tentang dadah dan kesihatan, alamat bagi pusat kesihatan di seluruh Malaysia, maklumat pendidikan farmaseutikal dan lain-lain. Selain itu, terdapat juga kalkulator bagi kesihatan seperti kalkulator *Body Mass Index (BMI)*, kalkulator kalori dan lain-lain. Modul perniagaan bagi e-pharma terdiri daripada modul mendapatkan maklumat, modul penempahan secara talian, modul pengiklanan dan modul kaunseling daripada ahli farmasi. Metodologi yang digunakan untuk membangunkan projek ini adalah *Web Page Development Methodology*. Akhir sekali, projek ini juga membincangkan sedikit kelemahan, kekangan dan cadangan masa depan untuk sistem e-pharma.

ABSTRACT (ENGLISH)

The purpose of this project is to develop a prototype e-pharma catalog application for pharmaceutical products in Malaysia. The e-pharma website provides on-line ordering pharmaceutical products services to customers. Other services include on-line counselling from recognize pharmacists, information about drugs and health care, addresses of health centres throughout Malaysia, pharmaceutical education etc. Besides that, there are health calculators such as Body Mass Index (BMI) calculator, calories calculator etc. There are four main functional modules in the e-pharma business model. They are view information module, on-line ordering module, advertising module and pharmacists consulting module. This project uses the Web Page Development Methodology (WPD) as the development methodology. Finally, this project discusses some flaws, constraints and recommendations for the future development.

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CHAPTER 1

INTRODUCTION

In the beginning, the World Wide Web (WWW) is primarily used for accessing information from a network of servers, which serve as a repository of data. While today, the electronic commerce (e-commerce), such as on-line banking, shopping and stock trading are rapidly gaining popularity and acceptance. According to International Data Corporation (IDC), electronic commerce markets will grow to \$176 billion by the year 2001. This revolution has dramatically changed the way organizations conduct business with its consumers and with each other using Information Technology driven process.

The Internet, with inherent features like easy access, real-time information, and low cost, is a natural driver for commerce solutions. Further, companies enticed with the promise of the following competitive advantages (but not limited to) are undertaking electronic commerce projects for better customer service and support; better forecasting of customer needs for goods and services; broader market reach; improved profit margins through automated supply chain management; increased efficiency and accuracy through automated order-processing, inventory control, billing, shipping and more;

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